



7 Questions to Ask Your Agency for a Healthier Marketing Strategy

Use this list as a checklist when checking in with your agencies to make sure you are not missing out on new patients due to effects from your agency.

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Are you familiar with my practice?

Who are my best patients? What are the symptoms searched for our speciality?

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Can you meet deadlines?

Are you able to GUARANTEE results by a mutually agreed upon date?

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Are your initiatives tied to my practice's success?

Can you tie each of your pitches and initiatives back to patient growth or retention for us?

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Do you measure all of your success?

Your failures? What is working for my practice and what isn't? Do you know when something worked or didn't?

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What is our cost per patient or procedure?

Are you tracking every initiative to the point where we can measure exactly how much it takes to get someone through to a procedure?

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Do you have my best interest in mind?

Can we have visibility into how all our ads are doing, so we can decide together when it is time to lower our spend or add more to the budget?
Can you help us smartly allocate our budget?

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What are my competitors doing?

Do you know who my competitors are and what they are doing differently than us?

If your agency can't answer these 7 questions, they may be costing you new patients. Response Mine Health helps large medical groups and hospitals grow their patient candidate base through measurable, direct response marketing.

Call us today to start a healthy relationship with a marketing agency that gives you results! 770.233.0370